

Legal

3 APR 1957

APRIL, 1957

PARKERGRAMS

FOR PARKER PEN DEALERS



SPRING is bursting forth in America with full-page blooms of Parker Pen color in magazine after magazine after magazine as a mammoth advertising campaign begun in March continues to unfold surprises. Ahead in April, May and June are more than 20 ads in a dozen national magazines and newspaper supplements—to be topped off with the biggest surprise of all!

"The longest and most thorough paid advertisement ever devoted to writing instruments." That's the way the men in the trade refer to the eight-page Parker ad scheduled in the June **Coronet** (circulation 3,000,000). Eight pages in full color, introduced by a message from America's leading social arbiter Amy Vanderbilt, will push the Parker line of products from 61 to Pardners.

Parker advertising and promotion people aren't in business to experiment. They know the power of this eight-page package or it would never have been developed. They looked at Norge which ran out of promotional material long before their eight-pager in **Coronet** stopped working. Motorola, the same thing occurred. Later, Hammond built an eight-page section on the chord organ and practically sold out at retail! And General Mills thought so much of the power of this type of promotion vehicle that they spent a whopping sum for a 28-page section.

As a buildup to Parker's eight-page spectacular in outer space, there will be a series of full color Parker 61 advertisements in such media as **Life, Post, Time, Esquire, Holiday, New Yorker** and **Newsweek**. In addition, the Jotter ball point pen will be promoted in the most
(Continued on next page)

Parker Uncorks Biggest Pen Ad Of All Time

Also announces plans for extensive spot television advertising

Below is a view of the early artwork prepared for Parker's eight-page **Coronet** magazine advertisement. Almost the entire line of Parker products is represented and the whole advertising spectacular follows the "out-of-this-world" theme which introduced the Parker 61, and is being continued in all 61 promotion for Spring.

INTRODUCTION

61

"51"

41

"21"

PARDNERS

JOTTER



From the library of the
Pen Collectors of America



Support the hobby.
Join today!



New displays are on deck in the Spring Parker promotion. At right is a sleek new window or counter display which pulls the spectacular **Coronet** ad right into the store. Above is a new black plastic platform for exhibiting gift-boxed pens or sets.



Advertising --- Cont'd

appropriate of these big circulation books, plus **Look**, **American Weekly**, **This Week**, college newspapers and independent Sunday supplements.

Parker advertising specialists give good reasons for the Spring campaign emphasis on magazine promotion. First off, they point to the fact that magazines go everywhere, plus the fact that there is a direct parallel between magazine circulation and markets where top-quality fountain pens sell well. But most importantly, magazines are looked at! **Life**, for example, is looked at on an average of one hour and 35 minutes per issue. With **Post**, the figure is two hours and 58 minutes.

A Parker advertisement on the 61 in either of these magazines, say promotion people, will get at least five minutes viewing on an average.

But, the company is not stopping with just magazine advertising this Spring! The May-June period will be crammed with spot television. Parker is signing up time in 75 of the most important pen markets to plug the Parker 61 pen in motion. There'll be more said about this phase of the business next issue.

A Golden Rule for the Pen Business

The Parker Pen Company, notwithstanding disagreement among leading American business firms, holds the conviction that the best way to market a prestige line is via retailers who earn a set profit on goods sold to customers who receive, in turn, fair value for their purchase money. That is how Robert E. Collins, newly appointed franchise administrator, states a company belief. In 35 states there are Fair Trade laws which accommodate Parker's belief. In others Parker must rely on retailing's need for profit margin and traditional American standards of fair play.

When a major competitor abandoned fair trade in 1955, Parker simply reaffirmed its position in trade circles. And when a new top-line product called the 61 was introduced in September, 1956, Parker was ready with a careful retailer fran-

chise program which read more like the Golden Rule than a legal document.

Features of the Parker franchise program include the absence of coercion, legal or otherwise, and its flexibility. The franchise allows the dealer to terminate as readily as the company, merely by giving written notice.

More than 15,000 signed franchise forms have been received by Administrator Collins in just five months since its inception.

While Parker's fair trade plan has been described as an application of the Golden Rule, fair tradewise, it has not been exactly an easy road. When the firm finds a retailer in Fair Trade states selling its goods at less than listed price (usually through a complaint from another retailer) a systematic follow-up is initiated. First, the suspected price

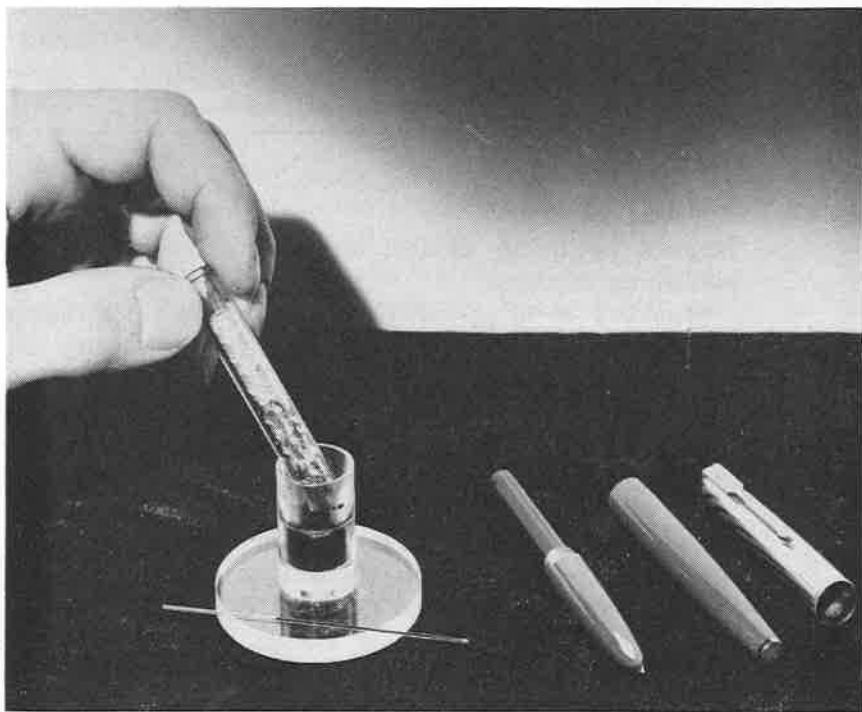
cutting outlet is visited by a representative who tries to explain that the law is being broken, that an unfairness is being worked against the manufacturer and its other distributors. If the retailer won't desist, he gets a registered letter of warning. If he still persists in violating Parker's fair trade rights, Parker promptly takes court action.

In seven Eastern states alone, Parker instituted a total of 200 fair trade actions in the past 27 months. In 151 of these cases injunctions or submissions were obtained, while the remaining 49 cases are awaiting decision. Pending as well are 220 investigations of suspected fair trade violations.

As long as workable laws and dealer support exist, Parker will continue its fair trade program, Collins says. It's a matter of principle and the economics of practical marketing.



Demonstration Creates Sales for Parker 61



A demonstration capillary cell begins to fill and seconds later has emptied the vial.



A FEW years ago, a man designed and built a machine to do nothing. It occupied about four square feet of atmosphere with hundreds of gears, wheels, belts and chains, and performed no useful function—it just ran! Yet everybody upon hearing the builder's claim was struck by a desire to see it in "action".

That's how important demonstration can be—even for a machine that does nothing.

How much more important can demonstration be for a mechanism like the new Parker 61 pen which fills itself, by itself, cleanly? The answer is obvious. Aside from exterior design, self-filling, clean-filling claims for the Parker 61 are the only things which set it apart from ordinary fountain pens—the only claims which make it different.

And at the same time, they are claims which scream for demonstration.

The old point-of-sale tactic of merely dipping the point in ink to provide enough for a few lines of writing is not sufficient to sell 61 to a prospect. Parker's powerful Spring advertising campaign is pounding home the message that 61 fills itself, by itself, and the customer won't be sold until he sees it do just that.

To help retailers make demonstrations of the 61, Parker is making clear plastic demonstration models available at a nominal price to stores and has begun a program of clerk training.

In the latter, Parker account managers, equipped with demonstration paraphernalia (i.e. transparent capillary cells and tubes) are explaining the principles behind 61 self-filling by capillary attraction and self-cleaning by hydrophobic action (see cut). Some 5,000 retail clerks have heard and seen these demonstrations thus far. Their names are registered in Janesville and periodic contacts will be made with them by direct mail and through this publication.



People's Bus

A formidable vehicle of foreign make is shuttling regularly between the General Office building and Arrow Park these days. It's a bus-like version of West Germany's famed Volkswagen. Every half-hour from 8 in the morning until 3:30 in the afternoon it covers the two miles between the two arms of Parker Pen in Janesville.

Need for the bus became apparent as Product Planning staffers and others stepped up traffic between plants. Aside from convenience, an early benefit is the cutting down of personal auto traffic between the two points.

Dealers visiting Janesville this summer will be invited to ride the bus to Arrow Park for plant tours.



The Lady In Our Ad

by George Spelvin

AMY Vanderbilt is a lady, to be sure. She's also very much a woman. We learned this in a chat the other day when her agent off handedly mentioned a recent testimonial advertisement which came off wrong. "The man in the ad's picture," he said "looked positively lewd." Quickly Miss Vanderbilt added, "And so attractive."

Miss Vanderbilt, the number one arbiter of social etiquette, is really one of The Vanderbilts. That helps a lot in her business. It also helps to be possessed of tremendous energy, good humor and grace, which she also has by the pound.

She has a new best-seller going, now outsells her nearest rival by five to one.

She was married (ex-spouse's name didn't come up), is inclined to roundness in figure, and is completely unpretentious.

Miss Vanderbilt makes no bones about her extra avoirdupois. As a matter of fact, she freely discussed a new diet which allows her 1,400 calories of high carbohydrate and butterfat fare, and claims she can't alter her clothes fast enough to keep pace with her changing shape.

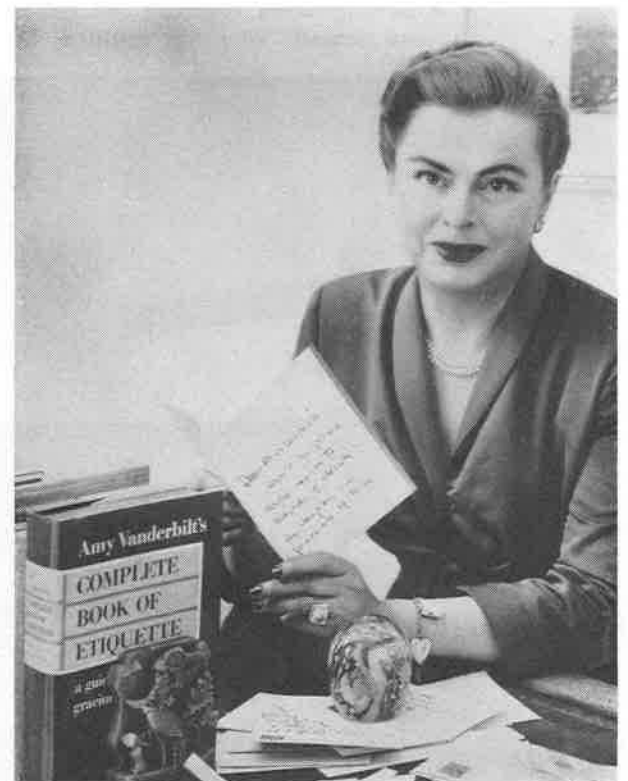
A good guess at vital statistics would put Miss Vanderbilt at 45, more or less, 135 pounds and 5 feet 4 inches.

She seemed entirely wrapped up with her career ("Going to Spain shortly, Austria in the summer."), although her son came in for several fond mentions. While it would have been fun to have lunch with Amy Vanderbilt, that ritual in New York's upper fifties was being observed with someone else. She had an expressed coffee date

jammed tightly up against lunch, and then more book publishing matters.

Wouldn't seem essential to have to say nice things about a real, live Vanderbilt, but she certainly seems unimpressed by herself, cooperative, vivacious and interested in other people. Also important as a personality clue is the fact that she, unlike many other celebrities, insists on having a public listing for her phone. "I want to keep in touch with people and vice versa," she says. If you come up with a knotty problem on table settings, invitations, or how to write perfectly proper letters, why, just pick up the phone and call Miss Vanderbilt at Westport, Conn.

She says she'll be glad to help, and a real lady—well, really—she just wouldn't fib.



The Great Westerner

Just 35 years after Carl Edmund Priest joined the sales force of The Parker Pen Company as a youngster fresh from Iowa's corn country, Parker's board of directors elected him to membership. He joined George Parker as a new member of a nine-man group. Carl Priest thus became the first board member to emanate from the company's sales ranks.

Priest started his career with Parker as a sales representative in February, 1922. He often recalls that one of his early employers was W. A. Sheaffer, and that the work he did for that old gentleman usually involved a broom briskly applied to the floor of the Sheaffer family's jewelry store.

Priest's first (and only) adult employment was his Parker job. He sold Parker's pens by the lot. He took staff assignments in Janesville and New York. He ran divisional offices in Dallas, Denver and in San Francisco. He was appointed Western Regional Manager last year.

At right, Carl Priest (standing) chats with Assistant Vice President John Mack who recently assumed direction of the company's domestic sales division.

Messrs. Priest and Mack



Visitor Provides Picture Of Parker Pen in England

Two English gentlemen hustled about Arrow Park during the latter part of January with the expressed purpose of acquiring a thorough knowledge of production techniques involved in making the new Parker 61. The two are J. L. King and David Clement, both officials of Parker's English company—Mr. King being director in charge of production and Mr. Clement development engineer.

Mr. King related a few facts and statistics about the English company for **Parkergrams**. In brief, this is what he said:

Fundamentals: England is an extremely humid island about 800 miles long and about 250 wide. The English company was formed in 1922 and purchased all of its products

from the Canadian company until the start of World War II. Import restrictions at that time forced the firm to begin limited production of its own. This was accomplished with the extensive use of hand operated tools in buildings which were nothing more than tin huts. But, in 1946, this series of tin huts at Newhaven began to resemble a factory. Today, the company boasts of two plants (the second at Dover) and production standards which are nearly equal to those adhered to in Janesville. Dover makes ink—14,000,000 bottles a year — and Newhaven makes pens. It will begin making the 61 when King and Clement return. Dover has 45,000 square feet of floor

space while Newhaven has 70,000.

Incidentals: Employees work a 45-hour week, 7:25 a.m. to 5:25 p.m. (times which best fit local bus and train schedules.) English law states that the temperature in the factory must be 60 degrees one hour after starting and 65 degrees two hours after starting. English law (tax law) also states that if a person has two children and earns two thousand pounds (\$6,000), he pays 33 per cent in direct taxation—plus taxes on what he buys, for example: 25 per cent on the price of a car. The average person also pays \$1.25 a week for socialized medical care, entitling him to all health needs without cost. The average visitor to the country gets the same care—also without cost.



PARKERGRAMS

APRIL, 1957

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The Parker Pen Company
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LETTERS

No Smudge

It seems to me that you have been missing the boat on the subject of selling the principles of using pens for stenographic work. I am an "after 5" housewife and an old hand at taking dictation with your pens. I had always found that transcription was more rapid since the outline was clearer, even after a lapse of time.

I am brought to this unsolicited testimonial by a commercial I heard, while gulping the morning coffee, for a pencil company (which shall be nameless). The copy was to the effect that their pencils were very efficient for taking dictation. My reaction was, "but how about the smudges?"

Mrs. Joseph Raffel
Bronx, New York

No Blot

It has been a pleasure to be counted as a Parker Pen fan for over twenty-five years. However, the purpose of this letter is to state that never have I been so pleased with the features of a pen as with the new 61. Not once did I have a blot on any form or card during registration! It did not leak! Quite simple to fill; quite elementary.

As you know, there is a return to good penmanship movement underway today. With the Parker 61 in the hands of students the writing qualities will be improved and so will the reading of examinations and term reports be less fatiguing.

Prof. Gordon Warner
Long Beach, California

Officers On European Biz Trip

In early March, five officers of the company packed off for London, England, for a business visit of several weeks. They were Daniel Parker, executive vice president; Phil Hull, manufacturing vice president; Chester Holloway, product planning vice president; Earl Best, secretary-treasurer; and Alfred Diotte, assistant secretary.

Aside from conferences with officials of the English company, the group will also visit the Paris, France, installations of Parker Pen.

Increased activity in Parker's local and foreign export operations in the past few years has brought about an emphasis on such coordinative efforts. English representatives recently concluded six weeks in the U. S. and Canada visiting Janesville and Toronto plants.

Parker, Biety Make Export News

The Export Division, along with topping former sales records, announced two promotions recently.

George Parker, grandson of the founder of Parker Pen, was named assistant to the vice president in charge of export sales. Parker has been manning important corporate posts since he joined the company in Sept. 1952. In 1953, he was named assistant advertising manager for the Domestic



PARKER



BIETY

Sales Division and in 1955, was appointed export advertising manager.

He is a graduate of both Brown University (A.B.) and the University of Michigan (A.M.).

Taking over in the position of export advertising manager is Joseph Biety, who joined the company in 1955 as assistant domestic advertising manager. Before that he was advertising director for the American Baker's Association. He's a graduate of Northwestern University.

Speedier Service



Parker Pen's plants in Janesville and Menomonie (Wis.) are now joined by a new private teletype line. A similar line also links the Arrow Park plant with the company's General Offices.

Merchandise orders coming into Janesville can be sped on their way over copper wire, instead of the slower delivery by mail or messenger.

In addition to orders, the lines will send about 100 messages a day. In the picture, operator Virginia Riley "talks" to Menomonie.

Parker Employees Get Salk Shots

Two years ago, people clamored for it. Then for a period, millions of doses remained unused. Now it is in demand again. This is the story of a vaccine which will probably prove to be one of the greatest medical discoveries of the century.

Recently, more than 800 Parker employees decided to help break apathy as they lined up, bared their arms and received the first of three Salk polio shots.

Dr. Jonas Salk, discoverer of the serum which bears his name, has reported that fewer than half of the 108 million Americans in the 39 and under group have been vaccinated. This group, according to statistics, has the highest incidence of polio and the severest degree of paralysis. Today, physicians recommend vaccination for all persons under 50 years of age.

These facts are being blared across the country by all media of communication, yet adults may take their children for inoculation but balk at receiving the shots themselves.

In Janesville, it's different. The program here is endorsed by city and state health officials, and union and company heads. The three shots are being offered to Parker employees for \$1 apiece. The second shot will be given in approximately four weeks; the third, probably next January.



WINDOW SHOPPING

Successful Salesmen

When Assistant Vice President John Mack assumed the direction of the Domestic sales division, a series of promotions were anticipated as vacancies down the line filled in. Those changes came like this:

Graham Butler was named director of sales administration, a pivotal spot which carries duties ranging from budget planning and sales forecasting to communication and interpretation of sales policy within the Domestic Division. Entering the post fresh from duties as manager of the Southwestern zone, Butler brings front-line perspective to his staff assignment.

Moving into Butler's former position at the head of the Southwestern zone is Joseph F. Crawley. Crawley has been with Parker Pen since 1941 and has distinguished himself as a syndicate sales specialist and assistant Eastern zone manager. He'll set up shop in Dallas in his new post.

With great ease and warm wishes, Henry (Hank) Prust, former assistant sales production manager, moved into a new job in which he will manage special administrative assignments. Prust endeared himself to the Domestic Division with a smooth, ordered handling of the flood of 61 orders in the hectic pre-Christmas days. He's had 12 years of service with the company.

To a new spot as assistant manager of the Central zone went Edward H. Wold, account manager in Milwaukee, who has consistently held his sales figures among the top in his zone. He's been with the Parker sales organization since 1940 and will headquarter in Chicago.

In the East, James H. Rich, a Parker account manager of some years standing, was named acting manager of the Eastern sales zone. This duty was being maintained by D. H. Gullett along with his job of heading the entire Eastern Sales Region as general manager. Kenneth E. DeMackiewicz will shift from Hempstead-Queens to Rich's Manhattan territory.

Simultaneously, in the field, T. J. Ratcliffe moved to Milwaukee from St. Louis and from Denver, Gardner Griffith stepped into the St. Louis territory. To Denver from Toledo went James A. Wooley.

Canadian V. P. Takes Jewelers' Post

James C. Grier, Parker Pen Canadian company vice president in charge of sales, has been elected as president of the Canadian Jewelers Association. He is also a governor of the Canadian Jewelers Institute, a separate body interested chiefly in the advancement of training standards within the industry.

Grier joined Parker Pen in 1928 as a sales representative. In 1938, he was named sales manager and four years later was assigned the additional responsibilities of advertising manager. A year ago, he was named vice president.

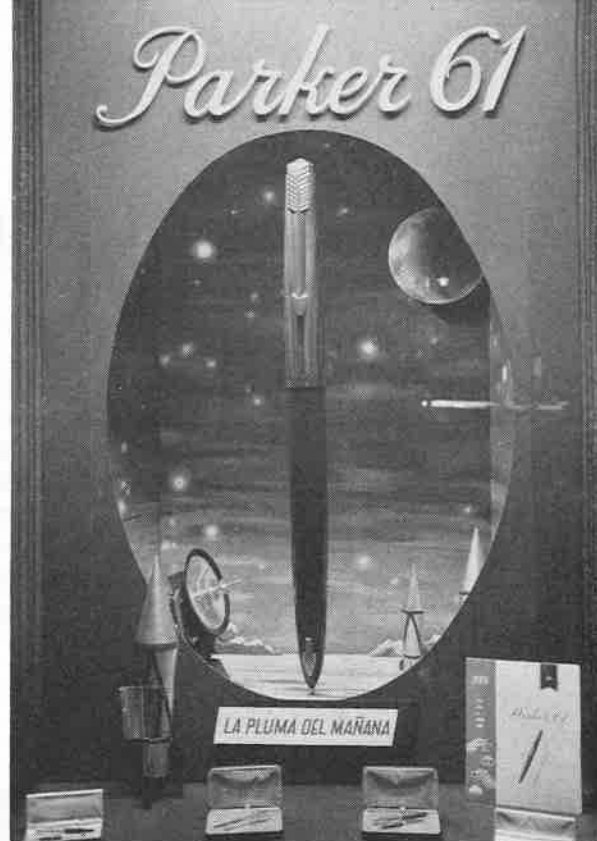
Novelist's Praise

Manuel Komroff is one of the most prolific and popular of present-day authors. He has recent works ranging from "Marco Polo" to "Two Thieves", and "Mozart" to a movie adaptation of "War and Peace". He wrote them from foreword to final period with his Parker "51" pen. Recently he received a 61, an event which caused him to write as follows: "...The 61 is the most beautiful...and finest...pen man has designed."

Praise from such a penman is praise indeed.

Honor Salesmen

James (left) and Alfred Diaz are high school honor students in El Paso, Tex. But they have another distinction which pleases us. While clerking in the Ideal Stationery Company, owned by their father J. R. Diaz, they had the opportunity to sell two solid gold Parker "51" pen and pencil sets which went to the governor of Chihuahua in Mexico and his personal aide.



Both artistry and imagination were put to work to create this window display which brings to life the out-of-this-world advertising theme of the Parker 61. The window was prepared by Carvajal and Company, Limited, the Parker Pen distributor in Cali, Colombia.

Sometimes It Pays To Look Around

An odd little beastie is the processionary caterpillar. He feeds on pine needles and moves through the trees in a long procession. His eyes are half-closed and his head is snugly fitted against the backside of the fellow ahead of him.

Thinking to prove a point, a great French scientist lured a group of these caterpillars to the rim of a large flower pot where he succeeded in linking the last with the first. The procession started moving around and around and around. The scientist thought that after a while the insects would catch on to his little joke, but not so.

Centuries of instinct kept them going around in an endless circle. Seven days and seven nights passed—and perhaps many more would have too, but for an outbreak of advanced rigor mortis due to starvation. Incidentally, an ample supply of food was close at hand and plainly visible, but it was outside the beaten path. The processionary caterpillars were following habit, tradition, precedent.

They mistook activity for accomplishment, but perhaps they are not to be censured. They were, after all, brainless little bugs. The moral: Don't do just anything; do something with a pay-off.



Parker in Picture

A drenching spray of water will smother burning clothing or still the savage eating of full-strength acid. That's why a special shower head hanging from the ceiling is a necessary part of the safety equipment in Parker Pen's chemistry laboratory. A flick of a nearby quick-action valve produces the pictured results. Lab assistant Glenda Bates reacts to the nozzle's cold jets in a demonstration of the device which, to date, has never required emergency use.



Parker Pen's product planning division recently expanded its facilities into 4,000 square feet of remodeled office and work space on the group floor of the company's general office building. The expansion is indicative of increased emphasis being placed on research and development by the company. It was moving day when the picture here was snapped.

Dwight David Eisenhower no doubt receives as many or more requests for autographed photographs as does Marilyn Monroe. On occasion, he will dash off a personal message to the person who is to receive the picture. That's what he was up to when a photographer caught this moment in a president's life.

